

gathering data associated with the consumer's interactions with the computerized game;

generating a statistical report from the data; and

providing the statistical report to the commercial entity.

68. (Previously Added) The computerized method of claim 67, wherein the statistical report will illustrate a number of first-time accesses of consumers to the computerized game over a period of time.

69. (Previously Added) The computerized method of claim 67, wherein the statistical report will illustrate a comparison of the number of consumers who were able to identify the commercial entity's marketing object versus a competitor's marketing object.

70. (Previously Added) The computerized method of claim 67, wherein the statistical report will illustrate information related to the consumer's interaction time with the computerized game.